

FOR IMMEDIATE RELEASE

CYCLE & CARRIAGE UNVEILS NEW MERCEDES-BENZ A-CLASS AND NEW GENERATION C-CLASS TO JOHOR FANS

Johor Bahru, 15 November 2018 – Cycle & Carriage ignited interest in Mercedes-Benz fans anticipating a modern luxury experience at the unveiling of the all new Mercedes-Benz A-Class and new generation C-Class in the Southern region recently. At the launch event, Cycle & Carriage gave customers a sneak peek into its future plans for its Johor Bahru Autohaus.

“Our presence in Johor spans over more than 17 years and we remain committed to catering to the growing needs of our Mercedes-Benz fans and customers here. As a trusted Mercedes-Benz dealer and service partner, our focus remains the same, to deliver the Best Customer Experience at all touchpoints throughout our customer’s journey with us. To do this, we emphasise on investing in our people, systems and facilities,” said Cycle & Carriage Bintang General Manager of Retail Operations, Klang Valley, Chua Tze Wei.

Chua added, “There are more exciting updates lined up for our customers as we commit to a major transformation and modernisation of our Johor Bahru Autohaus. We are excited to launch a stunning and futuristic look and experience at our Autohaus by June 2019.”

Cycle & Carriage strives to lead the way in creating exceptional journeys for its customers. With the transformation of the Johor Bahru Autohaus, customers will be immersed in a modernised end-to-end brand experience, setting a new benchmark of Best Customer Experience in the premium automotive segment.

Staying close to its customers and to meet the needs of Mercedes-Benz fans in the Southern region, Cycle & Carriage emphasises on exceptional service. Its Johor Bahru Autohaus is a Daimler AG certified body and paint collision repair facility. Audited regularly according to Daimler AG global standards, the centre demonstrates Cycle & Carriage’s commitment to provide world class restoration works on Mercedes-Benz vehicles. In 2017, Cycle & Carriage Johor Bahru branch was awarded the Best Aftersales Dealer by Mercedes-Benz Malaysia.

For almost 120 years, Cycle & Carriage has been serving customers in Malaysia. Its partnership with Mercedes-Benz over the last 67 years is a testament to Cycle & Carriage’s position as an experienced partner in the premium automotive segment. Cycle & Carriage also has an extensive network spanning 13 dealerships nationwide, including a dedicated commercial vehicle facility. Two of its other Autohauses, Mutiara Damansara and Ipoh, are also undergoing the transformation to enhance customer experience.

The exclusive launch of the new Mercedes-Benz A-Class and new generation C-Class was held at Gallery Wine & Dine in Johor Bahru. The event welcomed Cycle & Carriage customers with a tasteful evening arrangement comprising a personal and detailed presentation of the newest additions to the three-pointed star’s portfolio. The modern luxury appeal of the new Mercedes-Benz A-Class and class-leading enhancements of the new-generation C-Class attracted fans with differing appetites and driving styles. Guests were treated to a satisfying spread and the



opportunity to explore the new reveals with product experts highlighting each vehicle's signature design, functionality and performance.

The new Mercedes-Benz A-Class and new generation C-Class is now available in all Cycle & Carriage Bintang Autohauses nationwide.

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About Cycle & Carriage Bintang Berhad

At Cycle & Carriage, we are passionate about creating people-focused experiences and exceptional journeys. Founded in 1899 in Kuala Lumpur, we are now a leading regional automotive group in Southeast Asia. Cycle & Carriage distributes, retails and provides aftersales services for passenger cars as well as commercial vehicles in Singapore, Malaysia and Myanmar. Cycle & Carriage is a member of the Jardine Cycle & Carriage Group.

Listed on Bursa Malaysia, Cycle & Carriage Bintang has an extensive network of 13 Mercedes-Benz authorised outlets across the country, including a dedicated commercial vehicles facility. We are committed to supporting our customers at every step of the way. We can also always be relied upon for our aftersales services – Cycle & Carriage Bintang has the largest network of Daimler AG certified 'Centre of Competence' facilities in Malaysia.

Cycle & Carriage. Exceptional Journeys. <http://www.cyclecarriage.com.my/>